

AMENDMENT TO THE ABSTRACT:

Please amend the Abstract of Disclosure to read as follows:

--A Web-based consumer product information management and marketing communication network, which comprises a Web-based subsystem for brand management team members to create, deploy and install one or more server-side driven, Web-based multi-mode virtual kiosks anywhere on the Internet, wherein each multi-mode virtual kiosk can be programmed to have (i) an advertising display mode for displaying one or more advertising spots in a selected order, (ii) a promotional display mode for displaying one or more promotional spots in a selected order, and/or (iii) a product information display mode for displaying a set of product information assets in a selected arrangement. The network also includes subsystem for programming each of the display modes of multi-mode virtual kiosks. Through programming of the advertising display mode, the promotional display mode and the consumer product information display mode of an installed multi-mode virtual kiosk, the brand management team can deliver a composite brand image to consumers who launch the installed multi-mode virtual kiosk from a location on the Internet. ~ ~